

TUMApply

Reimagining Access to Doctoral Education



Aniruddh Zaveri



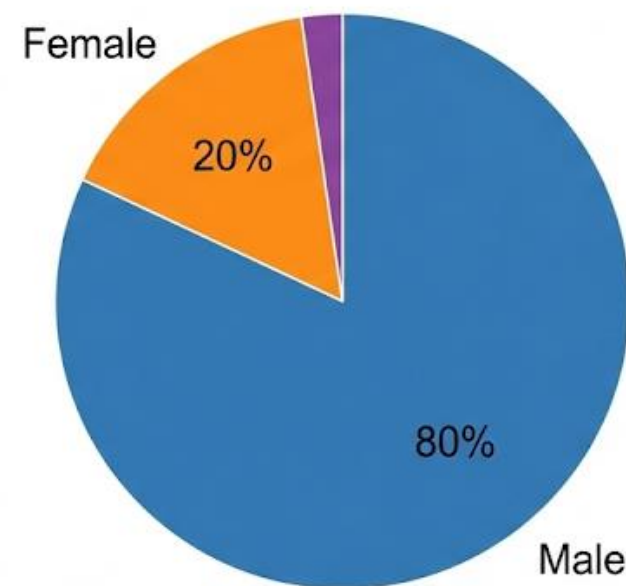
**Ishani
Budhwar**



**Tim
Sommer**

Inclusivity in Applications

Gender Distribution of PhD Candidates in Engineering



Male dominance is particularly pronounced in engineering fields.

Source: Federal Statistical Office (Destatis), Statistical Report on PhD Candidates 2024

80%

This statistic highlights a **significantly high** amount of male candidates among some doctoral programs, reflecting a non-inclusive academic environment.

Inclusivity in Applications – Why it matters

Ensuring all voices are heard in
doctoral admissions processes

The journey to a doctoral degree can be daunting with following
problems:

UNDERREPRESENTED TALENT

SYSTEMIC INEFFICIENCIES

LOST POTENTIAL



Project Goal



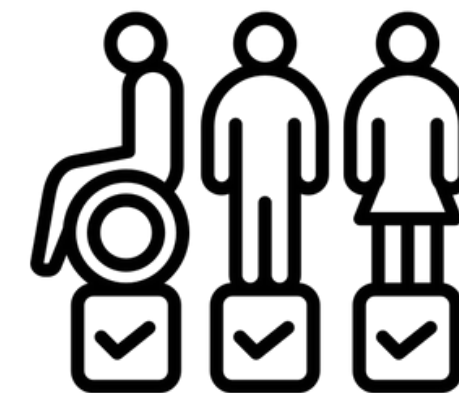
**TIMELY & EQUAL ACCESS
TO OPPORTUNITIES**



**SUSTAINABLE & COHERENT
APPLICATION INFRASTRUCTURE**



**Reduced Administrative BURDEN THROUGH
RESPONSIBLE AUTOMATION**



**EQUITABLE ACCESS BEYOND
INFORMAL GATEKEEPING**

User Groups Overview

Typical Applicant

Heterosexual, educated male

German citizen

~31 years old

Secure financial situation

Academic household



Focused User Groups (1)



First-Generation



Older Candidates



International Applicants

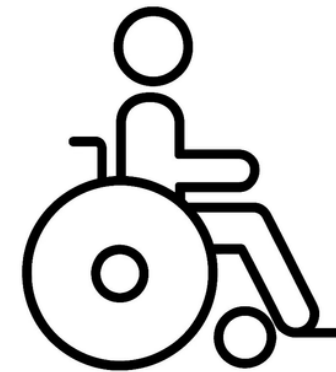
Focused User Groups (2)



Migrational Background



Women & Non-Male
Applicants in STEM



Applicants with Disabilities

User Journey & Concept

Becoming
Aware



Applicants search for doctoral opportunities and read about eligibility, facing overwhelming jargon.

Exploring
Possibilities



Compare programs, supervisors, and funding options while reading department expectations, struggling with fit.

Creating
Applications



Gather certificates and transcripts, fill out forms, and face confusing accessibility issues.

Awaiting
Outcome



After submission, candidates patiently wait for the outcome of their applications and check their application status.

Outcome



Successful candidates receive decision notifications and prepare for the next steps.

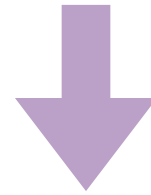
Societal Barriers → Product Responsibilities

Hidden Insider Knowledge



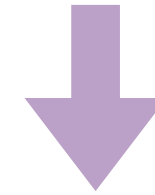
**Clear, Centralized
Requirements**

Structural Exclusion



Inclusive & Accessible Design

Information Fragmentation



Unified Information Hub

Impact Statement

TUMApply reduces barriers to doctoral education through inclusive, transparent, and sustainable application processes that support diverse applicants.

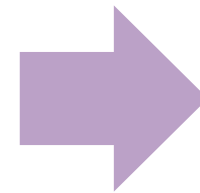


Current State → Proposed Evolution of TUMApply

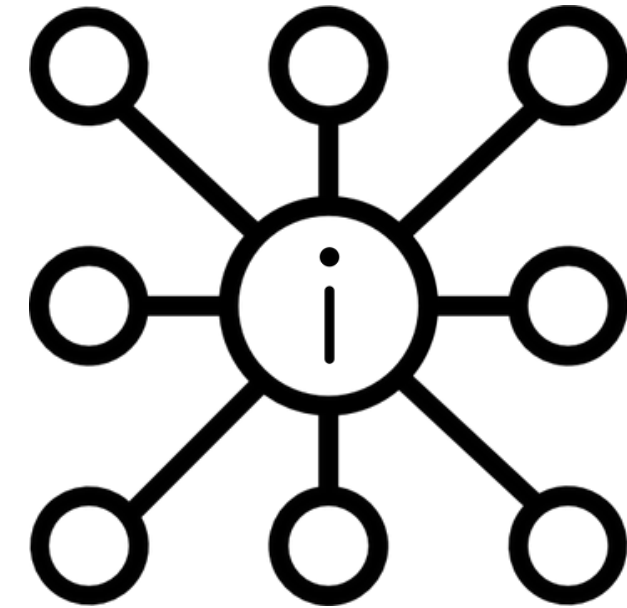
Today



TUMApply = pure application portal



Our Proposal



TUMApply = central information & support hub

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Live Demo

Reflection

How did the Conscious Service Design methods shape our project?



Highlighted sustainability trade-offs



Clarified User Groups and User Journey



Expanded the platform's role

Thank you for listening!

Note: AI was used in creating the icons and images in this Presentation